

Bachelor of Business Administration (BBA) Marketing Worksheet

UNOFFICIAL

THIS WORKSHEET IS BASED ON THE **2024-25** UHD CATALOG
AND IS SUBJECT TO CHANGE WITHOUT NOTICE



The programs of the University of Houston-Downtown Marilyn Davies College of Business are fully accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Requirements to be a Marketing major:

- Completion of Texas Common Core
- Completion of MATH 1324 with grade of "C" or higher
- Minimum UHD GPA 2.25 (current UHD students) OR minimum 2.25 GPA from last institution attended (incoming transfer students only)

Learning how to read this worksheet:

- Prerequisites and corequisites for most courses are noted in *[Italics/Brackets]* or marked with asterisk *. See [catalog course descriptions](#). Prerequisite courses must be taken prior to the desired course; corequisite courses may be taken together in the same term.
- Lower Level (LL) = 1xxx (Freshman) or 2xxx (Sophomore);
Upper Level (UL) = 3xxx (Junior) or 4xxx (Senior) = Advanced.
- The 2nd digit of a course indicates semester credit hours (e.g. ACC 2302 = 3 hours).
- Courses requiring a grade of "C" or higher are indicated with ^.

Freshman Year:

Semester I

- ENG 1301** (010) Composition I
- MATH 1324** (020) Math for Business ^
- Life & Physical Sciences** (030)
- American History** (060)
- Component Area Option** (090) _____

Semester II

- ENG 1302** (010) Composition II
- Creative Arts** (050)
- Life & Physical Sciences** (030)
- American History** (060)
- Component Area Option** (090) _____

Sophomore Year:

Semester I

- Language, Philosophy & Culture** (040)
- POLS 2305** (070) Federal Government
- ACC 2301** Financial Accounting
- ECO 2301** Macroeconomics
- BA 1301** Introduction to Business

Semester II

- Social & Behavioral Science** (080)
- POLS 2306** (070) Texas Government
- ACC 2302** Managerial Accounting [ACC 2301]
- ECO 2302** Microeconomics
- STAT 2305** Bus. Stats ^ ["C" or higher in MATH 1324]

Junior Year:

Semester I

- BA 3300** Business Cornerstone
[Sophomore standing]
- BA 3301** Legal Environment of Business
- MIS 1305** Business Computer Applications
- MKT 3301** Principles of Marketing
- MGT 3301** Principles of Management

Semester II

- MIS 3302** Mgt. Info Systems * *[MIS 1305]*
- FIN 3302** Bus. Finance * *[ACC 2302, ECO 2301 & 2302; co-req or pre-req STAT 2305]*
- BA 3350** Business Communication *
- MKT 3305** Integrated Mkt. Comm. *
[MKT 3301]
- MKT 3308** Digital Marketing
[BA 3300, MKT 3301]

Senior Year:

Semester I

- MKT 4305** Buyer Behavior
[BA 3300, MKT 3301]
- MKT 4306** Marketing Research
[STAT 2305, MKT 3301]
- MKT Elective** from list below _____
- MKT Elective** from list below _____
- MGT 3332** Operations & Supply Chain Mgt.
[MGT 3301, "C" or higher in STAT 2305]

Semester II *Apply for graduation before final semester*

- MKT 4309** Marketing Strategy
[BA 3300, MKT 3301 & 9 additional MKT hours]
- MKT Elective** from list below _____
- MKT Elective** from list below _____
- MKT Elective** from list below _____
- MGT 4302** Business Strategy (Capstone)
[all Business Core courses]
- MGT 4098** Bus. Assessment of Learning
[Must apply for graduation]

Helpful Hints:

- Most upper level (UL) Business classes require completion of General Education Core + 18 hours; additional prerequisites are listed below and/or in UHD catalog.
- Courses requiring completion or enrollment in BA 3300 are marked with an asterisk (*).
- Business Core = LL: MATH 1324, BA 1301, ACC 2301, ACC 2302, ECO 2301, ECO 2302, STAT 2305, MIS 1305;
UL: BA 3300, BA 3301, MKT 3301, MGT 3301, MIS 3302, FIN 3302, BA 3350, MGT 3332.
- MKT electives list selections: MKT 3302, MKT 3304, MKT 3320, MKT 3330, MKT 3340, MKT 3350, MKT 3360, MKT 3399, MKT 4310, MKT 4320, MKT 4330, MKT 4340, MKT 4380, MKT 4390 (see catalog for course descriptions and prerequisites).

Total number of hours required for BBA in Marketing: 120

Minimum 2.00 UHD GPA and 2.00 Business GPA required for graduation.

Have Questions or Need Information?

- Marilyn Davies College of Business Website: uhd.edu/business
- Marilyn Davies College of Business Advising Office: [website](#)
B-101, Shea Street Building Email Address: cobadvise@uhd.edu (713) 221-8675
- Department Chair: [Dr. Steve Zhou](#) (713) 226-5563
- Marilyn Davies College of Business Career Center: uhd.edu/cobcareer
B-104, Shea Street Building Email Address: cobcareercenter@uhd.edu (713) 221-5011
- Office of Admissions: uhd.edu/admissions GSB 308 (713) 221-8522
- Office of Scholarships and Financial Aid: uhd.edu/financial S350 (713) 221-8041
- Registrar's Office: uhd.edu/registrar N330 (713) 221-8999
- Student Business Services: uhd.edu/cashiers S310 (713) 221-8196